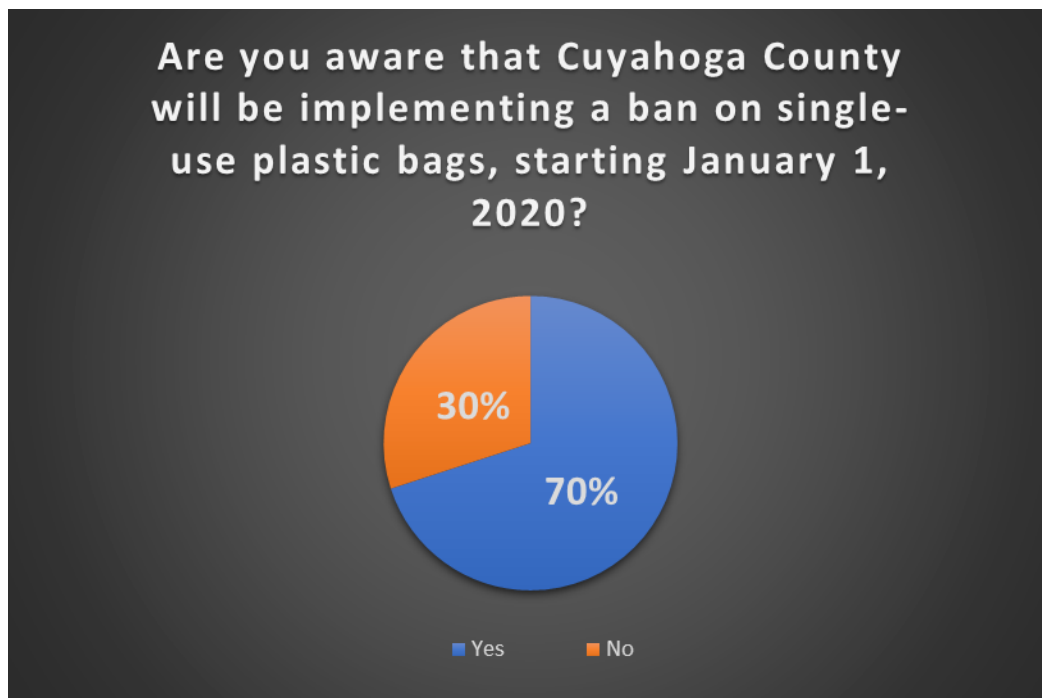


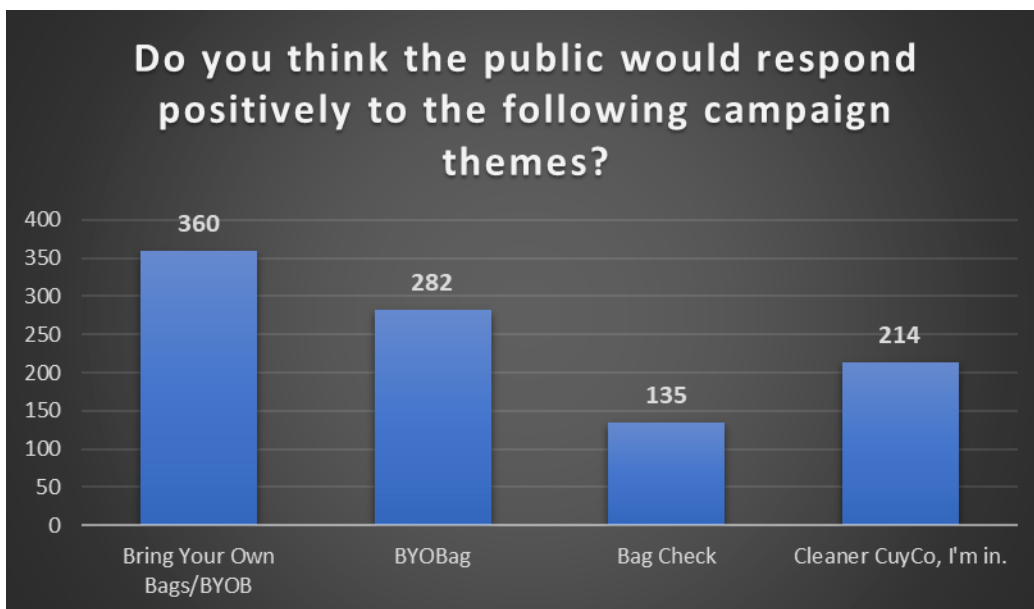
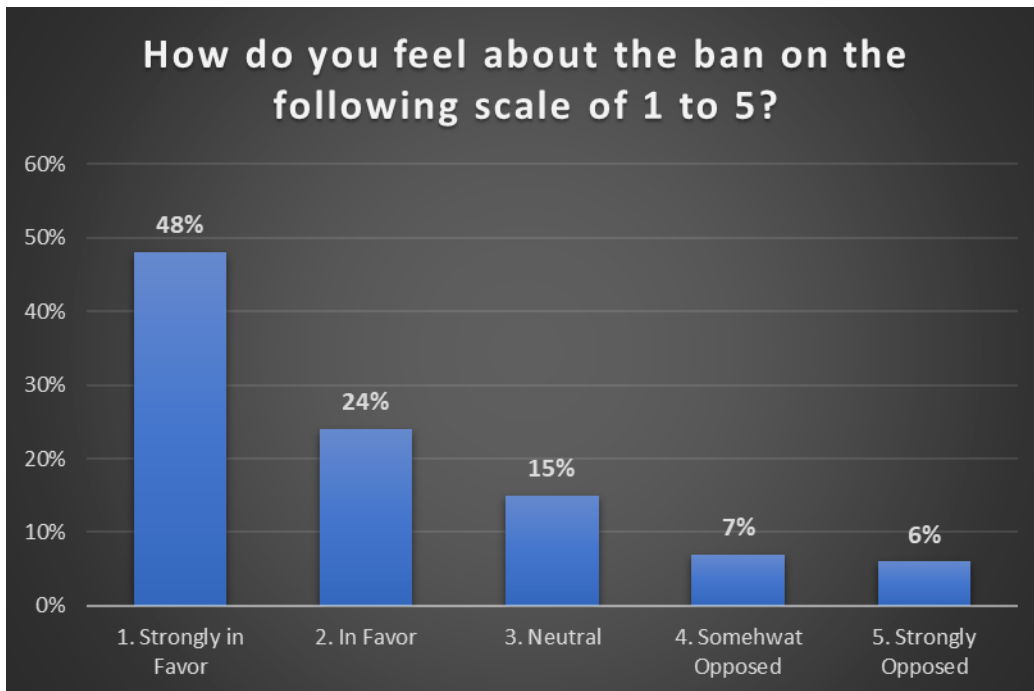


Results of Cuyahoga County Plastic Bag Ban Shopper Survey 10/30/19

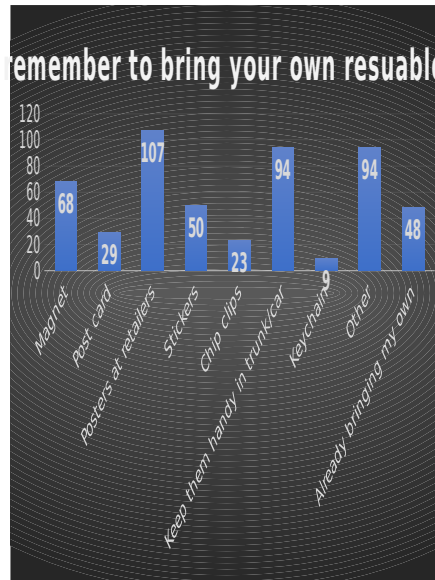
Background: A Cuyahoga County shopper survey was conducted from September 20-October 28, 2019 to gauge awareness of the upcoming plastic bag ban, determine the level of support for the ban, preference of possible campaign themes, identify existing sustainability habits already in practice, and consumer preference for receiving communication about the ban. The surveys were conducted at various locations and events throughout Cuyahoga County, including three (3) public events/festivals, twelve (12) public library branches, three (3) retail outlets, two (2) middle schools and the general public at numerous other individual locations. The goal was to survey a representative sample of the adult population living in Cuyahoga County, which would be 385 people. (This is based on 995,000 adults living in Cuyahoga County with a 95% confidence level and a margin of error of +/- 5%.) A total of 484 surveys were completed, exceeding the survey sample size goal.

Results:

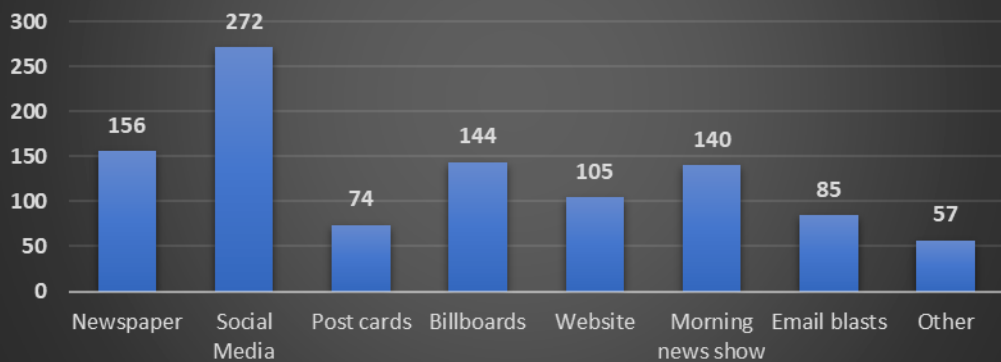




What would help you remember to bring your own reusable bags when you shop?



What information methods would you rely on the most to learn about the plastic bag ban?



Do you practice any of the following sustainable habits in your day-to-day life?

